

# Supercharge Salesforce with Omnichannel communication



**EDUCATION SECTOR**

A group of four students are sitting around a table in a library, looking at a laptop and papers. The background is filled with bookshelves. The image has a semi-transparent blue overlay on the left side.

# Enhancing Student Experience with Integrated Communication

We offer an integrated omnichannel Salesforce solution with SMS / WhatsApp and CTI powered by AI.

# What ROI & KPI of our Salesforce Omnichannel Communication solution ?

Use Case	Estimated ROI	KPIs
Enrolment	30–50% ↑ in conversions	Lead response time ↓ 90%
Admission Support	40% ↓ in drop-offs	App completion ↑ 20%
Engagement & Retention	20–30% ↑ retention	Churn ↓ 25%
Fee Collection	25–40% ↑ on-time payments	Collection time ↓ 30%
Alumni Re-engagement	15–20% ↑ in re-enrolments	Referral leads ↑ 25%
Placement Services	25–35% ↑ placement efficiency	Placement rate ↑ 20%

## USE CASE 1 : Student Enrolment & Lead Nurturing

Benefit : Driving Faster Conversions with Real-Time Outreach



- Instant lead acknowledgement
- AI-generated course recommendations based on preferences
- Automated follow-ups & reminders using behavior triggers



- CTI : Click-to-call from Salesforce
- Auto-dial inquiry lists
- Screen pop-up of student history

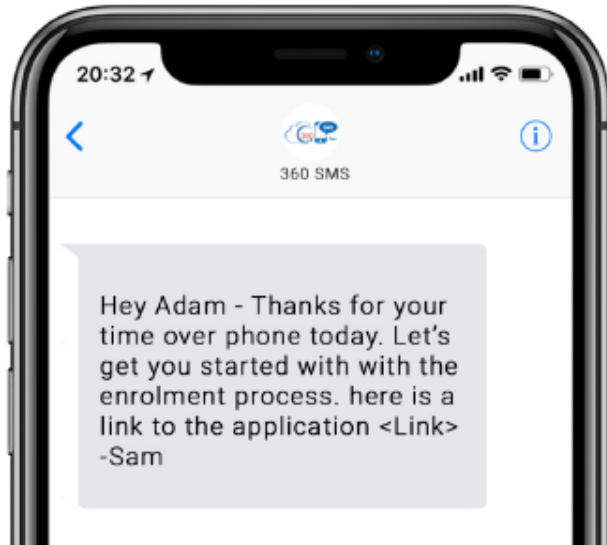


- Predictive scoring of inquiries for counselor prioritization



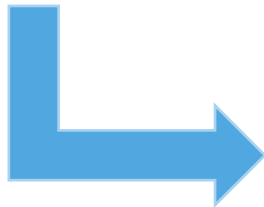
## EXEMPLE SCRIPT SMS : Enrolment

Instead of sitting on data from the student leads your conselor and web site interact with, it is always a great idea to try and greater number of students to apply early on before they are entice by programs of other universities.



Send an automated personalised message on form submiss

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When Adam responds, 360SMS will notify Sam over email, the Salesforce 1 mobile app or directly via text message.

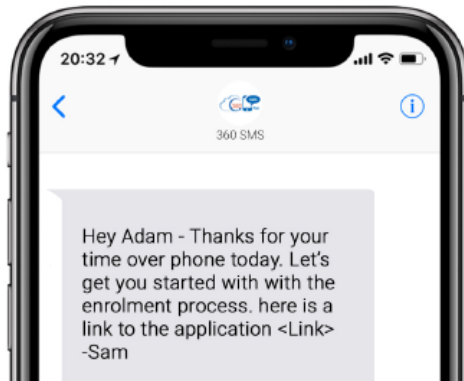
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## EXEMPLE SCRIPT SMS : Gauge & segment prospects to pursue candidates that exhibit low interest

Students that fail to fill out application forms are more like to drop out of the lead funnel. An SMS drip campaign ascertains that your university stays on top of their mind.

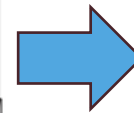
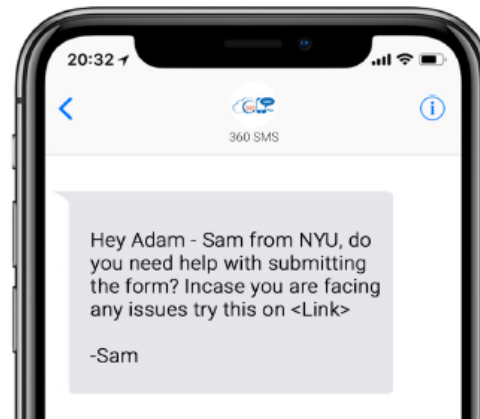


A drip Campaign automatically triggers after 48 hours if the above message is not responded to or if the form sent remains incomplete. The sequence and frequency of 360SMS Drip Campaigns messages can be designed by the user.

The 2nd drip goes on the 4th day



The 1st Drip then goes out on the 2nd



## USE CASE 2 : [Application & Admission Support](#)

Benefit : Driving Faster Conversions with Real-Time Outreach



- Document submission reminders
- Status updates for application/interview
- Two-way AI chatbot for FAQs & scheduling



- Intelligent call routing by interest
- Call disposition tracking
- Real-time call analytics



- Sentiment analysis of chats/calls to identify students at risk of drop-off

## USE CASE 4 : Fee Collection & Payment Support

Benefit : Improving Payment Compliance & Convenience



- Payment reminders & links
- EMI alerts & bounced payment notices
- Instant payment confirmations



- Callback triggers for defaulters
- Escalation to finance with notes



- Risk profiling to prioritize high-default probability cases

## USE CASE 5 : Alumni Engagement & Re-Enrollment

Benefit : Building Lifelong Student Relationships



- Alumni event invites
- Upsell certifications & PG programs
- Request testimonials/referrals



- Re-engagement outbound calls
- Referral lead follow-ups



- Smart segmentation of alumni for tailored campaign messages

## USE CASE 6 : Placement & Career Services

Benefit : Supporting Students Beyond the Classroom



- Job/internship alerts
- Interview prep session reminders
- Post-placement feedback



- Employer outreach & coordination
- Student placement tracking calls



- Matchmaking engine to align students with suitable job profiles



## KEY BENEFITS of SFDC Integration with AI

- 360° view of student interactions
- Workflow automation from inquiry to alumni
- AI-driven insights for better decision-making
- Unified reporting for all channels
- Increased conversion, retention & engagement rates



## **NEXT STEP : Ready to Elevate Student Engagement?**

- Audit your current communication stack
- Identify key automation and AI opportunities
- Start with SMS/WhatsApp, CTI & AI pilots in Salesforce

# THANK YOU

Contact us to build a tailored engagement strategy for your institution!



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